

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~striketrough~~. The status of each claim is indicated with one of (original), (currently amended), (canceled), (withdrawn), (new), (previously presented), or (not entered).

1. (currently amended) An advertising server comprising:
a database which registers contract users having a ~~subscriber~~ subscription contract with a newspaper dealer to deliver a newspaper to the contract users;
an advertisement preparation unit preparing an advertisement requested by an advertiser, publishing the prepared advertisement in a Web page for advertisement viewing, and preparing and publishing a non-contract ~~use page~~ user utilizable contents including local area information other than said advertisement on said Web page; and
an advertisement utilization unit which, when a user is identified as a ~~subscription contract~~ subscription user to the database upon entering user information, allows the ~~subscription contract~~ user to view the advertisement on said Web page open to the ~~public~~ public; and when a viewing request is identified as that from a non-contract user not registered in said database, prohibits publishing of the advertisement on said Web page, and after ~~publishing said~~ allowing the non-contract user to view the non-contract user utilization page utilizable contents open to the public, ~~allowing viewing said page~~, permits subscription contract registration processing by presenting an application page of said subscription contract with a newspaper dealer to deliver a newspaper to the contract users.

2. (canceled)

3. (currently amended) The advertising server according to claim 1, wherein said advertisement preparation unit inputs an electronic medium advertisement from an advertiser and places the resulting advertisement on said ~~privileged~~ Web page, and also converts a medium advertisement from an advertiser to electronic data, and places the resulting advertisement on said ~~privileged~~ Web page.

4. (currently amended) The advertising server according to claim 1, wherein said advertisement preparation unit prepares an advertisement requested by an advertiser or a Web page of the advertiser.

5. (currently amended) The advertising server according to claim 1, wherein, when a ~~the~~ contract user views said advertisement on the privileged Web page, said advertisement utilization unit gives a privilege offer by a newspaper dealer or an advertiser to the ~~subscription~~ contract user viewing said advertisement.

6. (currently amended) The advertising server according to claim 1, wherein said advertisement utilization unit stores advertisement selection information specified and desired by the ~~subscription~~ contract user, and delivers an advertisement corresponding to the corresponding advertisement selection information by mail or facsimile.

7. (currently amended) The advertising server according to claim 1, wherein, based upon a linking request specified by the ~~subscription~~ contract user, said advertisement utilization unit makes a link to a Web page of the advertiser.

8. (currently amended) The advertising server according to claim 1, wherein, based upon a linking request specified by the ~~subscription~~ contract user, said advertisement utilization unit makes an access to a Web page of the advertiser managed by a newspaper dealer on a same chain in a different area.

9. (currently amended) The advertising server according to claim 1, wherein said advertisement utilization unit automatically edits a Web page dedicated to a ~~subscription~~ contract user based upon advertisement selection information specified by the ~~subscription~~ contract user, and stores resulting data, or downloads the resulting data to a contract user device.

10. (currently amended) The advertising server according to claim 1, wherein said advertisement utilization unit stores advertisement selection information specified by the ~~subscription~~ contract user, and upon receiving a visiting request from the ~~subscription~~ contract

user, automatically edits a Web page dedicated to the ~~subscription-contract~~ user based upon said stored advertisement selection information, and allows the ~~subscription-contract~~ user to visit the Web page.

11 and 12. (canceled)

13. (currently amended) The advertising server according to claim 1, wherein said advertisement utilization unit retrieves ~~subscription-contract~~ users who need to update the contract from the database, and displays the necessity of updating the contract at the time of visiting said ~~privileged~~-Web page.

14. (currently amended) The advertising server according to claim 1, wherein based upon a request for preparation of a guide map including a current position specified by the ~~subscription-contract~~ user and a destination indicating the advertiser, said advertisement utilization unit prepares the guide map indicating a route from the current position to the destination, and publicizes the guide map in said ~~privileged~~-Web page, or downloads the guide map to a contract user device.

15. (currently amended) The advertising server according to claim 1, wherein said advertisement utilization unit transmits an ordering request for an advertised commodity from the ~~subscription-contract~~ user to the advertiser's device as ordering information, and after the transmission, manages processes from delivery to receipt of the ordered commodity.

16. (currently amended) The advertising server according to claim 1, wherein based upon the request from the ~~subscription-contract~~ user, said advertisement utilization unit prints an advertisement placed on said ~~privileged~~ Web page on paper media, and distributes the resulting advertisement.

17. (currently amended) The advertising server according to claim 1, wherein said advertisement utilization unit registers visiting information of the ~~subscription-contract~~ user for each advertisement visit, surveys the advertisement utilization state by retrieving said database after a lapse of a predetermined period from the publish of the advertisement, and informs the advertiser's device of results of the survey, and determines and settles an advertisement

publishing fee based upon the results of the survey.

18. (currently amended) An advertising method using a server, comprising:
registering in a database contract users having a ~~subscriber~~ subscription contract with a newspaper dealer; to deliver a newspaper to the contract users;
preparing an advertisement requested ~~from the~~ by an advertiser;
publishing the prepared advertisement in a Web page for advertisement viewing;
publishing a non-contract ~~use page~~ user utilizable contents including local area information other than said advertisement; and
allowing, when a user is identified as a ~~subscription contract~~ user to the database upon entering user information, the ~~subscription contract~~ user to view the advertisement on said Web page open to the ~~public~~ public; and
when a viewing request is identified as that from a non-contract user not registered in said database, prohibiting publication of said advertisement on said Web page, and after ~~publishing said~~ allowing the non-contract user ~~utilization page, allowing viewing said page,~~ permitting to view the non-contract user utilizable contents open to the public, permitting subscription contract registration processing by presenting an application page for subscribing with ~~said~~ newspaper dealer to deliver a newspaper to the contract users.

19 and 20. (canceled)

21. (currently amended) A computer-readable recording medium storing a program allowing a computer functioning as a server to execute:
registering in a database contract users having a subscription contract with a newspaper dealer to deliver a newspaper to the contract users ~~in a database~~;
preparing an advertisement; requested ~~from by~~ by an advertiser;
publishing the prepared advertisement in a Web page for advertisement viewing;
preparing and publishing a non-contract ~~use page~~ user utilizable contents including local area information other than said advertisement; and
allowing, when a user is identified as a ~~subscription contract~~ user to the database upon entering user information, the ~~subscription contract~~ user to view the advertisement on said Web page open to the ~~public~~ public; and when a viewing request is identified as that from a non-contract user not registered in said database, prohibiting publication of said advertisement on

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said Web page, and after ~~publishing said~~allowing the non-contract user utilization page, allowing ~~viewing said page~~to view the non-contract user utilizable contents open to the public, permitting subscription contract registration processing by presenting an application page for subscribing with ~~said~~a newspaper dealer, to deliver a newspaper to the contract users.

22 -25. (canceled)